

A.I.A. FILE NO. 7-B-21

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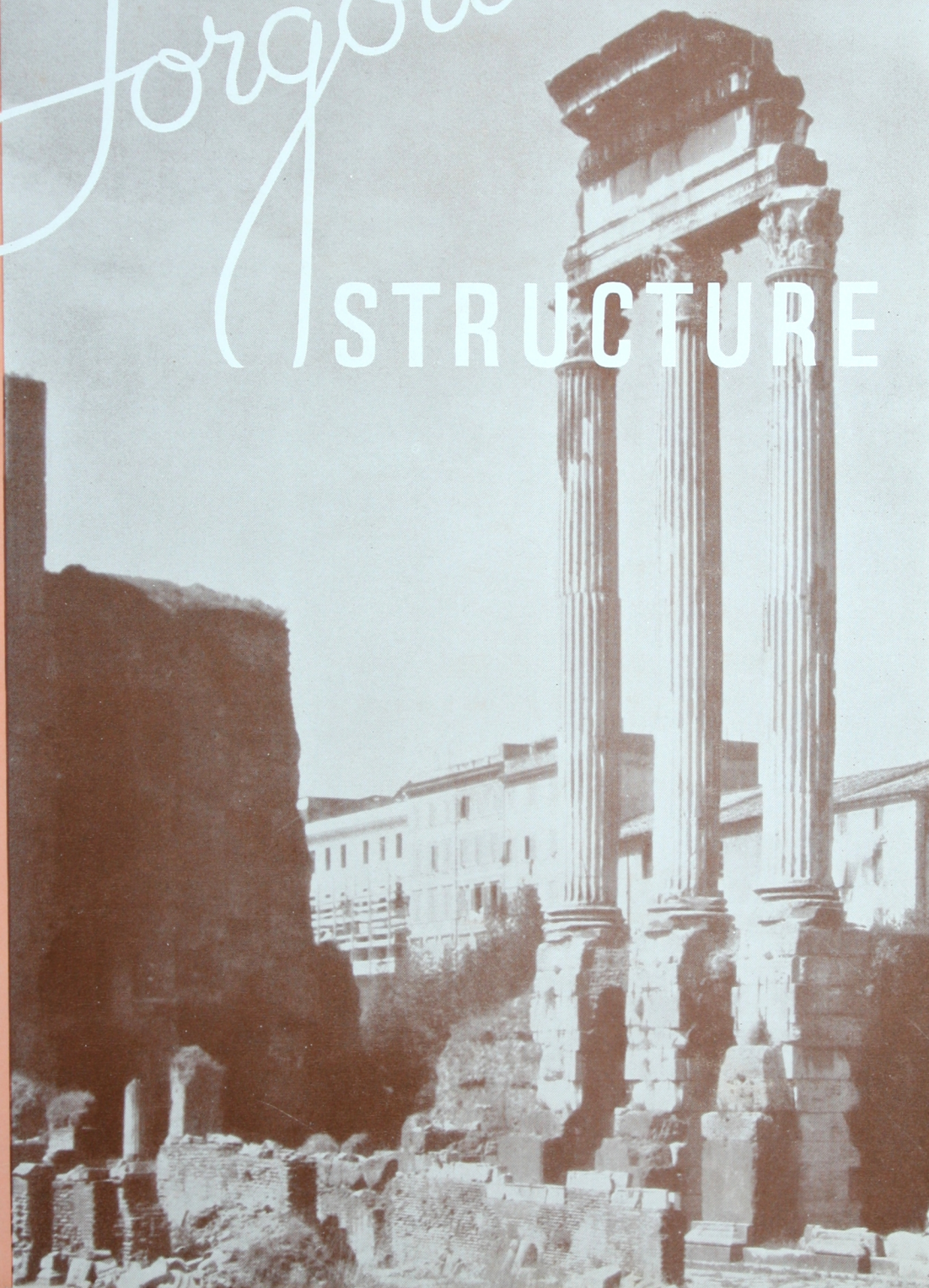
JAN 21 1935

CEMENTHIDE WATERPROOFING SYSTEM

THE

*Forgotten*

STRUCTURE



CEMENTHIDE WATERPROOFING SYSTEM

A.I.A. FILE NO. 7-B-21



THE HIGH COST of STRUCTURAL FAILURE  
*is the price which must eventually be paid*



"Surface Protection is Vital to Maintenance of Structural Soundness"

*Cementhide*



# RESTORATION

*be paid by the owner of a*

# FORGOTTEN STRUCTURE

Erosion and disintegration frequently follow in the wake of neglect in properly protecting the surfaces of Cement, Concrete, Stucco and certain types of Brick structures.

Even before a forgotten structure becomes unsightly, damaging forces may be at work below the surface. Invisible defects, as well as obvious deterioration, require extensive repairs. Proper surface protection BEFORE such deterioration starts is the only insurance against unnecessary expense.

If neglected until restoration of structural soundness becomes necessary, the required repairs are often difficult to make, and always expensive. Unless such repairs are properly executed by experts, they become a source of recurring trouble and expense.

SAVE THE SURFACE WITH CEMENTHIDE and you will be abundantly repaid in two ways —

*You will* enjoy the benefits of **enduring good appearance**, and avoid the probable **expense of major repairs**.

PITTSBURGH PLATE GLASS COMPANY



WATERPROOFING SYSTEM

STUCCO  
STRUCTURES

COMMERCIAL & INDUSTRIAL  
STRUCTURES - BRIDGES - ABUTMENTS

CONCRETE  
STORAGE BINS

CEMENTHIDE WATERPROOFING SYSTEM

CHIMNEYS

TESTIMONIALS

10 80-BL-68-100



# *Cementhide* Provides Beauty and L





# Lasting Protection for Stucco Homes

STUCCO  
STRUCTURES

COMMERCIAL & INDUSTRIAL  
STRUCTURES - BRIDGES - ABUTMENTS

CONCRETE  
STORAGE BINS

CHIMNEYS

TESTIMONIALS

CEMENTHIDE WATERPROOFING SYSTEM





# *Cementhide* for Reduced Maintenance

on COMMERCIAL and INDUSTRIAL STRUCTURES



Before inspection, the above corner column appeared sound. Expert inspection, however, revealed extensive disintegration, as illustrated in the course of being cut out during process of restoration.

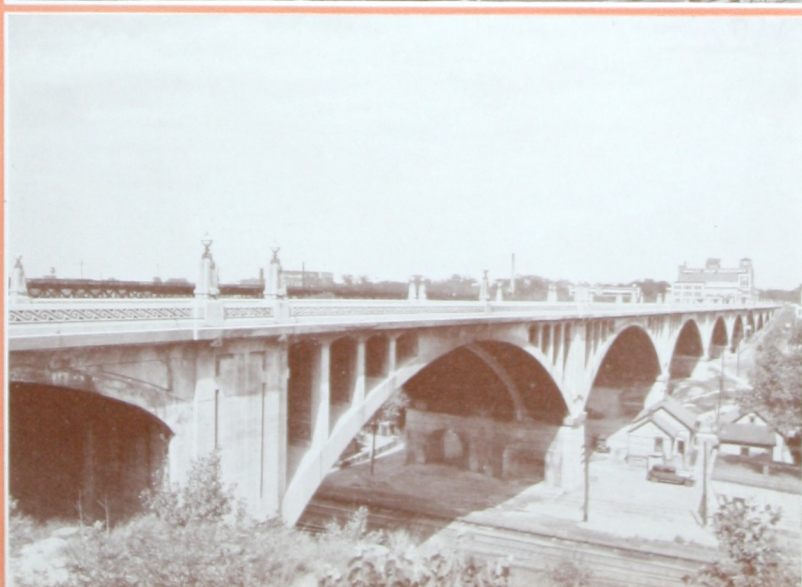
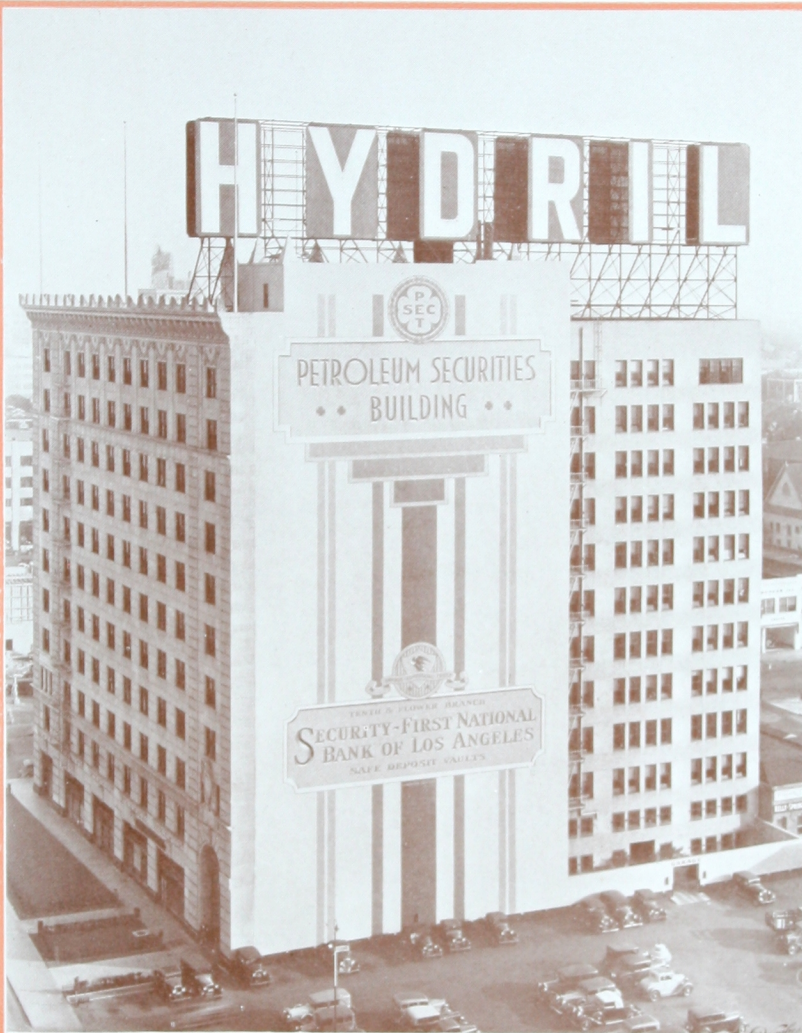




# Cost . . . plus Good Appearance

. . . BRIDGES and BRIDGE ABUTMENTS

(All structures illustrated below . . . except the bridge . . . have been treated with the Cementhide]Waterproofing System)



COMMERCIAL & INDUSTRIAL  
STRUCTURES - BRIDGES - ABUTMENTS

CONCRETE  
STORAGE BINS

CHIMNEYS

TESTIMONIALS

CEMENTHIDE WATERPROOFING SYSTEM

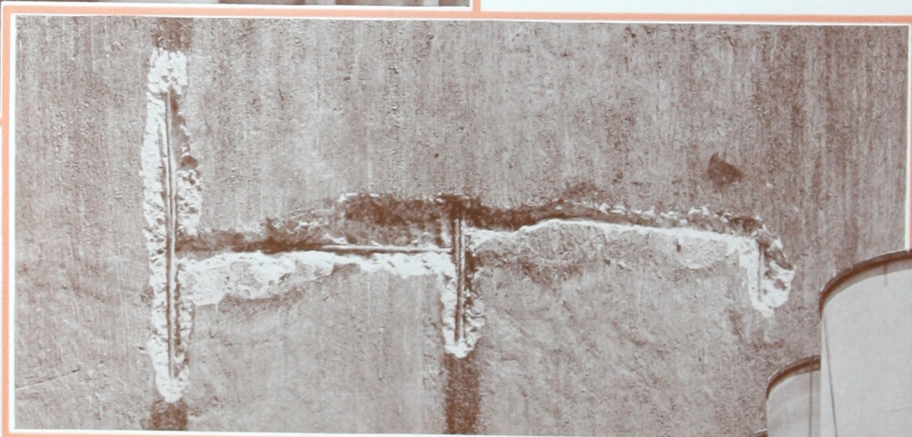


# Avoid High Restoration Costs with t



*A* comprehensive survey of owners of reinforced concrete bins for cement, coal, etc., very clearly indicates employing an effective exterior waterproofing is an excessively high, long range maintenance

Based on actual field experience, Pittsburgh Cement Co. offers the Cementide Waterproofing as the only satisfactory answer to this problem.



The above photo illustrates disintegration at reinforcing rods in the absence of effective waterproofing.





# h the *Cementhide* Waterproofing System

survey of the experiences of  
bins for the storage of grain,  
indicates the economic need of  
waterproofing system to avoid  
maintenance costs.

e, Pittsburgh Plate Glass Com-  
waterproofing System as a satisfac-



The use of Cementhide on the above elevator dates back to June, 1926. After eight years of service and comparative tests with numerous other waterproofing methods, the owners state that their experience proves that Cementhide is standing up better than anything they have ever used, and they are thoroughly satisfied.



A comparative test of several waterproofing systems was conducted on the above elevator. After one year, Cementhide weathered the exposure in perfect condition from all standpoints of durability and appearance. The bin finished with the Cementhide Waterproofing System is indicated by an arrow in the above untouched photograph, in which the above mentioned results are obvious.

CEMENTHIDE WATERPROOFING SYSTEM  
CONCRETE  
STORAGE BINS

CHIMNEYS

TESTIMONIALS



# Defective Concrete Chimneys . . .

SAVE THEM with the



At Right: A close-up of early stages of disintegration in the absence of effective waterproofing.



# a Hazard to Life and Property!

## *Cementhide* WATERPROOFING SYSTEM



At Left: A close-up of advanced disintegration.

CEMENTHIDE WATERPROOFING SYSTEM

CHIMNEYS

TESTIMONIALS



# Cementhide Users Endorse This ENDURING PROTECTION and

Experts in Restoration of Concrete Structures  
**CONTINENTAL CHIMNEY COMPANY, Inc.**  
DESIGNERS AND BUILDERS  
RADIAL BRICK • COMMON BRICK • CONCRETE CHIMNEYS  
HIGH TEMPERATURE, ACID-PROOF MASONRY  
127 North Dearborn Street, Chicago, Illinois

CHICAGO  
CLEVELAND  
DETROIT

MINNEAPOLIS  
PARKER CITY  
LOUISVILLE

March 6, 1934

Pittsburgh Plate Glass Company  
2200 Grant Building  
Pittsburgh, Pennsylvania

Gentlemen:

Replying to yours of the 2nd regarding the Cementhide Waterproofing System, we feel free to compliment you on the results we have been able to accomplish with Cementhide materials. Our men find it easy to work and our check sheets show that we are able to secure a comparatively high spread rate per gallon.

Might also add that we are able to produce an exceptionally good looking job with a two-coat application, which over repaired surfaces is particularly free of spotting and fading.

As specialists in the field of repairing and waterproofing concrete structures of all types, we are pleased to recommend and use the Cementhide Waterproofing System materials.

Yours very truly,  
CONTINENTAL CHIMNEY CO., INC.

By

*C. G. Jensen*

At Left: Experts in the specialized field of restoration and waterproofing recommend and use Cementhide!

"YOUR BOSOM FRIEND"



Kansas City, Mo.

April 28, 1933.

Pittsburgh Plate Glass Co.,  
5th & Wyandotte,  
City.  
Mr. Lorum:-

Referring to the paint job on our stucco building which you did about eight years ago using your Cementhide. We are glad to say it still holds good and looks remarkably well, in fact, we think it is O.K. for some time to come.

Yours truly,

*H. H. Lippert*

At Right: After eight years, Cementhide still holds good and looks remarkably well!



# Economical Method of Providing MAINTAINING GOOD APPEARANCE

THE FLOUR WITH A FLAVOR



**THE  
SOUTHWESTERN MILLING CO., INC.**

**KANSAS CITY,  
U.S.A.**

BRANCH OFFICES:

CHICAGO, ILL. ST. LOUIS, MO. PITTSBURGH, PA. BOSTON, MASS.  
CLEVELAND, OHIO MEMPHIS, TENN. DEPERE, WIS.

ADDRESS ALL COMMUNICATIONS TO THE COMPANY



RED TURKEY WHEAT FLOUR

November 8, 1928

Mr. F. Dugan, Local Mgr.,  
Pittsburgh Plate Glass Co.,  
Fifth and Wyandotte St.,  
Kansas City, Mo.

Dear Sir:-

At the request of your Mr. Gray we are informing you of our experience with Cementhide. After making about a dozen sample tests with various kinds of concrete paint on our concrete storage bins, Cementhide was the only paint that did not crack or chalk to date, which is about two and one-half years.

Upon the results of this test we used fourteen barrels of the said paint on our concrete tanks last June. From the present appearance of this paint job, we think that we used the best concrete paint on the market. We are glad to accept this opportunity to recommend your concrete paint to any one who wants only the best.

Yours very truly,

*R. L. Cowart*  
Mkt. Dept.

**BREAD IS THE BEST AND CHEAPEST FOOD**

Above: Cementhide stands the test of time . . . note dates mentioned in above two letters.

THE FLOUR WITH A FLAVOR



**THE  
SOUTHWESTERN MILLING CO., INC.**

**KANSAS CITY,  
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BRANCH OFFICES:

CHICAGO, ILL. ST. LOUIS, MO. PITTSBURGH, PA. BOSTON, MASS.  
CLEVELAND, OHIO MEMPHIS, TENN. DEPERE, WIS.

ADDRESS ALL COMMUNICATIONS TO THE COMPANY



RED TURKEY WHEAT FLOUR

April 28th, 1933

Mr. J.C. Lerem, Mgr., Paint Dept.,  
Pittsburgh Plate Glass Co.,  
Kansas City, Mo.

Dear Sir:

Answering your inquiry about the service of your Cementhide with which we painted our concrete storage tanks during the Summer of 1928, we wish to say that it has proven out satisfactory. The coating is still in good condition, and from our past experience it is standing up better than anything we have ever used.

We highly recommend this product. We are

Yours very truly,

THE SOUTHWESTERN MILLING DIVISION  
of Standard Milling Company.

*R. L. Cowart*  
General Superintendent

Telephone 2-3634

**R. L. COWART**  
Contracting Painter

Contracting Painter

430 S. W. 13th Ave. • Miami, Florida

June 20th, 1934.

Knight Hardware & Paint Co.,  
1528 S. W. 8th Street,  
Miami, Florida.

RE: CEMENTHIDE WATERPROOFING SYSTEM.

As you know, it has always been my policy in the building and developing of my business to use only the very best of materials. This is one of the reasons why I am now using the Cementhide Waterproofing system.

You are also aware of the very severe test that any waterproofing is put to in this City, due to our tropical climate, the almost exclusive use of Spanish type architecture and the extremely rough textured stucco surfaces.

My entire life has been devoted to the paint business. I began this trade with my father, who was also in the paint business, when I was only 14 years of age. I have observed and tested many types of waterproofing in this very difficult field, and I can say without the least hesitation, and in all sincerity, that I do not believe there is a material available that is superior to the Cementhide system, manufactured by the Pittsburgh Plate Glass Co. It has unusually good spreading rate and hiding power, adheres perfectly, and resists the ravages of our tropical sun and rains with less fading and discoloration than any other materials I have observed. I am glad of the opportunity to recommend it as the best system available for waterproofing cement stucco surfaces in this territory.

Yours very truly,

*R. L. Cowart*  
R. L. Cowart.

RLC:JB

At Left: Read what a prominent contractor has to say of Cementhide resisting the ravages of tropical sun and rains.

CEMENTHIDE WATERPROOFING SYSTEM

TESTIMONIALS



# A DAY OF RECKONING ARRIVES!

A prominent Mid-Western Architect & Engineer\* has established the very thoughtful practise of presenting his clients with a manual entitled "Recommendations to our Clients for the Care of their Buildings".

From the preface of that manual we quote as follows:

"Having served you as your Architects and Engineers, we are thoroughly familiar with all parts of your buildings, both interior and exterior.

In order to REDUCE DETERIORATION as much as possible, buildings MUST BE CARED FOR INTELLIGENTLY.

If upkeep is neglected, A DAY OF RECKONING ARRIVES, when a considerable amount of money must be spent in order to place the building in usable condition!

In order that THIS MAY NOT BE NECESSARY, we are making the following recommendations in the order of their importance, to our clients. . . . . "

That this Architect & Engineer justly merits the everlasting thanks of those whom he has served so well, no one will deny.

All structures have certain inherent weaknesses in their resistance to exposure, wear and tear. Some of those weaknesses are peculiar to certain types of construction, while others are peculiar to individual structures. Since that is true, it becomes all the more important that intelligent care be exercised in their upkeep if there is to be any real hope of retarding deterioration.

It is strange, but nevertheless true, that we at once become highly conscious of frequent repair costs in connection with those things which are comparatively short-lived, while on the

other hand we remain passive to the staggering cumulative cost of maintaining capitalized structures. Since the normal expectancy of an average structure may be estimated as fifty years, perhaps it is the greater elapse of time which obstructs our perspective in visualizing that ultimate cost.

With all factors in proper focus, it is quite certain that structural upkeep will receive serious consideration and vigorous action.

For long range maintenance of Cement, Concrete and Stucco structures, as well as certain types of brick buildings, the Cementhide Waterproofing System will prove an invaluable aid in reducing ultimate costs, as well as in maintaining good appearance.

---

\* Merritt Harrison, A. I. A.  
Architect & Engineer,  
Indianapolis





The Cementhide is designed to produce superior upright and stucco, and brick waterproofing products. The Cementhide job will appearance.

**Preparation of Surfaces:** Before proceeding with the application of the waterproofing System, it is necessary that the surfaces of a structure be clean. All defective concrete, cement, stucco, brick, or mortar joints should be restored to structural soundness.

After being checked and repaired, surfaces should be cleaned free of loose particles, with use of scraper, wire brush, or sandblasting.

## Directions

Stir contents thoroughly from top to bottom. Apply in clean and dry. Apply Cementhide at mild temperature.

**Priming Coat**—For new or old work, or over old "Cold Water" paint, thoroughly wire-brushed, apply Cementhide Primer (available in white, black, or Painter's Naphtha (not to exceed 1½ pints of the reducer per gallon of Primer.) Tint the Primer to approximate shade of finishing coat with

**Finishing Coat**—Apply Cementhide, of color selected, reduced with Painter's Naphtha (not to exceed 1½ pints of the reducer to the gallon).

Three coats are always preferable on new work. Where three coats are required, Coat directions as above should be repeated for the third coat.

Over old oil paint which is still in good condition, the Finishing Coat will produce a satisfactory one coat job.

Because of the wide variation of surface textures encountered in this field, we cannot definitely establish exact spreading rates per gallon for estimating purposes. Cover from 100 to 200 square feet per gallon, and Cementhide Finishing Coat from 150 to 450 square feet per gallon, depending upon the type of surface involved.

Successful application requires the use of a proper brush. Use a

# Cementhide

**WATERPROOFING SYSTEM**

**CEMENTHIDE**  
is available  
in **WHITE** and  
**9 modern colors**



# Cementhide

## WATERPROOFING SYSTEM MATERIALS

available at the following

### 70 CENTRALLY LOCATED DISTRIBUTING WAREHOUSES

of the

PITTSBURGH PLATE GLASS COMPANY  
and its Authorized Dealers



#### PLACE YOUR ORDER WITH THE WAREHOUSE OR DEALER NEAREST YOU

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Export Office — Paint & Varnish Division — P. O. Box 168 — Newark, N. J., U. S. A.

## A N A T I O N - W I D E S E R V I C E